

CHARGE: 502(a)—while held for sale, the name of the drug "*Ul-C-Eze*" and the accompanying labeling contained false and misleading representations that the article was an adequate and effective treatment for stomach ulcers.

DISPOSITION: 10-12-60. Default—destruction.

**6438. Virilon Physician's Formula and Virilon Hair Follicle Cleanser. (F.D.C. No. 45058. S. No. 32-446 R.)**

QUANTITY: 43 8-oz. btls. and 96 ctns., each containing 6 4-oz. btls., of *Virilon Physician's Formula*; and 43 8-oz. btls. of *Virilon Hair Follicle Cleanser*, at Rochelle Park, N.J.

SHIPPED: 8-17-60 and 8-23-60, from Elmhurst, N.Y., by Steroid Products, Inc.

LABEL IN PART: (Btl.) "Virilon Physician's Formula For the Hair and Scalp \* \* \* 20-X Steroid Products, Inc., 708 Pontiac State Bank Building, Pontiac, Michigan. Directions: For local use on the scalp. Contents: Lecithin, Cholesterol, Iso-cholesterol Lanosterol as esters; 20 mcg. Estradiol per ounce of alcohol (70% isopropyl). Patented by Robert Liefmann, M.D." and "Virilon Hair Follicle Cleanser \* \* \* 20-X Unique New Miracle hair follicle penetrant discovery! finest quality shampoo."

ACCOMPANYING LABELING: Steroid Products Salesmen's catalogs; sheets entitled "Mode of Application"; streamers entitled "Virilon Treatment For Beautiful Thick Hair & Healthy Scalp"; postcards reading in part "Dear Sir: Please send us free professional certificate of authorization . . ."; pamphlets entitled "Scalp Antizyme Treatment" for beauticians and "Scalp Antizyme Treatment" for barbers; display cards entitled "Doctor's Virilon Treatment"; reprints entitled "Secret Influence of Steroids" and "Biographical note on Robert Liefmann"; and counter display cartons entitled "Virilon Treatment."

LIBELED: 10-24-60, Dist. N.J.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the articles were adequate and effective for the treatment of diseases of the hair and scalp, male-pattern baldness, excessive loss of hair, falling hair, scalp itch, dandruff, seborrhea; that use of the articles would restore hair to health and stimulate thick hair growth; that the articles were adequate and effective as a treatment for and preventive of facial blackheads, acne, old-age wrinkles; and that they would bring health to the skin and scalp; and 502(b) (2)—the labels of the articles failed to bear an accurate statement of the quantity of contents.

DISPOSITION: 11-28-60. Default—destruction.

**6439. Dustronic Air Cleaner and Lectric Aire Negative Ionizer. (F.D.C. No. 45051. S. Nos. 45-101/7 R.)**

QUANTITY: 8 cartoned *Dustronic Air Cleaner* devices, and 4 *Lectric Aire Negative Ionizer* devices, together with a number of charcoal filters used as a component part with some of the devices, at Seattle, Wash.

SHIPPED: The devices were shipped between 11-25-59 and 8-8-60, from Chicago, Ill., by Radex Corp., and the charcoal filters were shipped from Columbus, Ohio, by Barnebey-Cheney Co.

LABEL IN PART: (Devices) "Dustronic Lectric Aire Negative Ionizer [or "Dustronic \* \* \* Air Cleaner"] \* \* \* Radex Corp."; and (filter) "Dacor manufactured by Barnebey-Cheney Co. Columbus 19, Ohio. Dacor is the new